The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 11

BULL·DOG

\'bůl-dog\ *n.* 1: a muscular, tenacious breed marked by vigor, known to be both tough and smart. 2: *pl.* a group of tenacious, determined, savvy people who are winners at what they do.

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Broadcasting Aug 11

FCC adopts must-carry proposal
"At Large" with Brian Lamb
HSN gets into TV station ownership

MUST-CARRY DECISION □ FCC votes 5-0 to adopt limited must-carry rules relying on A/B switch. **PAGE 35.**

CABLE CONVERSION □ Storer expected to buy Wometco Cable operations for $600 million. Both companies are owned by KKR. **PAGE 38.**

SCRAMBLED BUY □ General Instrument buys cable divisions of M/A-Com for $220 million. **PAGE 40.**

CONGRESSIONAL GATEKEEPER □ With Senate approval of permanent cameras in that chamber, BROADCASTING sat down with C-SPAN Chairman Brian Lamb to discuss what it took to get that approval and what it will take to open more doors for the cable satellite public affairs network. **PAGE 41.**

STAYING THE COURSE □ Advertising agencies predict NBC will repeat as prime time champ; many feel ABC will give CBS a run for its money for second. **PAGE 48.**

GOING ABROAD □ WesternWorld-Samuel Broadcasting launches Financial News Network business shows in Europe. **PAGE 52.**

FALL GO-AHEAD □ SAG-AFTRA reach contract agreement extending pact to 1989, averting strike that would have affected fall season. **PAGE 53.**

DOCTOR IS IN □ Syndicators preparing talk and psychotherapy shows for early fringe for fall 1987. **PAGE 54.**

SHOPPING FOR STATIONS □ Home Shopping Network buys three UHF's for $47 million and has plans to purchase more TV stations up to FCC limit. **PAGE 57.**

TISCH, TISCH □ CBS lets major stockholder Laurence Tisch know it will activate takeover defenses if Loews chairman seeks to go beyond 25% ownership level. **PAGE 59.**

AIR TIME □ Most INTV stations will simultaneously run W.R. Grace deficit ad on Aug. 21. **PAGE 60.**

MORE FREE ADVICE □ Clear channel operators tell FCC that improvements to AM service should not come at their expense. **PAGE 61.**

PRESS PROBLEMS □ World Press Freedom Committee to gather in London in January to discuss worldwide censorship. **PAGE 67.**

TAKE A LETTER □ House members urge three broadcast networks and CNN to launch major public service campaign to combat drug abuse. **PAGE 70.**

VOICE OF ISRAEL □ U.S. to build broadcast facility in Israel to transmit programing to the Soviet Union. **PAGE 73.**

MASS MEDIA MAN □ Bill Johnson, deputy chief, policy, Mass Media Bureau is a man of few words, but most of them are important to the Fifth Estate. **PAGE 95.**

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uel Broadcasting. Samuel and Western-World Television recently merged.

Samuel expects viewership to reach a million homes, out of a universe of 14 million homes, once affiliations are completed.

There are 12 minutes of advertising time in BTN's international feed, which the company is currently trying to sell to international sponsors. While no deals were in place as of early last week, Samuel said that sponsors should be on board withing the second week that BTN is on the air. Thirty-second spots on BTN cost $3,000. The U.S. commercials currently appearing in the FNN broadcast will remain in the BTN feed until international sponsors are found.

Samuel says he expects travel agents, brokers, airlines and banks to be among the advertisers who will eventually sign up. Ray Bentley, senior vice president of Western-World-Samuel, said that response to the word of BTN's launch has been good, despite the lack of buyers. Bentley said Chrysler has been among advertisers declining deals on BTN. Samuel said the service should be profitable within 90 to 120 days.

BTN is designed as a narrowcast service for the global trader who wants to be able to make deals on exchanges in a variety of countries, said Samuel. The FNN program that will be the base of BTN will not change in content for its international feed. □

SAG-AFTRA strike averted

Unions accept 10% boost in scale, ending threat to new TV production; compromise on new-tech residuals

The Screen Actors Guild and the American Federation of Television and Radio Artists reached agreement with prime time television and film producers over the weekend of Aug. 2-3, averting a strike that would have thrown the 1986-87 television season into chaos.

The new agreement extends to 1989 and was achieved as both sides relented on some of their demands in the last round of talks. A compromise was reached on the basic union wage scale, which will increase slightly more than 10% over the three-year life of the pact. The first 5% took effect immediately, bringing the minimum daily wage to $379. The second 5% kicks in Jan. 1, 1988, and will bring the minimum to $398.

Several points of contention involved the payment of residuals for programs running in certain distribution windows. The unions sought to increase their stake from 3.6% to 6% in the worldwide pool of revenue from pay television, pay-per-view and home vid-

NBC continues summer streak

NBC won the prime time race for the week ending Aug. 3, with an average 12.2/23, compared to a 10.9/21 for CBS and a 9.5/18 for ABC. A year ago, NBC averaged a 12.0/23, CBS an 11.0/20 and ABC a 10.7/20. In the evening network news race, CBS won with a 10.3/22, to NBC's 10.1/22 and ABC's 9.2/20. A year ago CBS had a 10.9/24, ABC, 9.3/21 and NBC, 8.3/19. HUT levels for the week were 52.5, compared to 53.5 for the same week a year ago

It was a week in which only seven of 61 listed prime time shows were original broadcasts. Eight of the top 10-ranked programs for the week were sitcoms. The other two were *60 Minutes* and *Murder, She Wrote*. On Wednesday, July 30, a three-hour ABC documentary, *After the Sexual Revolution*, tied a repeat broadcast of part 1 of the CBS mini-series, *Mistral's Daughter*, averaging a 9.0/16. NBC took the time period (8-11 p.m.) with its regular Wednesday night lineup, averaging a 12.3/22.2. The complete list follows.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	22.4/45
2.	Family Ties	NBC	21.5/41
3.	Night Court	NBC	21.8/38
4.	Cheers	NBC	20.5/37
5.	Newhart	CBS	18.6/32
6.	Murder, She Wrote	CBS	17.3/33
7.	Kate & Allie	CBS	17.3/30
8.	Growing Pains	ABC	16.9/31
9.	60 Minutes	CBS	16.8/36
10.	Who's the Boss	ABC	16.6/31
11.	Golden Girls	NBC	16.3/33
12.	Sylvan in Paradise	NBC	15.3/31
13.	Cagney & Lacey	CBS	15.1/28
14.	Memories Never Die	*CBS	14.8/27
15.	Scarecrow & Mrs.King	CBS	14.6/27
16.	Miami Vice	NBC	14.3/29
17.	20/20	ABC	13.9/26
18.	Moonlighting	ABC	13.7/24
19.	You Again	NBC	13.6/23
20.	Remington Steele	NBC	13.5/28
21.	Gimme A Break	NBC	13.4/24
22.	Stingray	NBC	13.3/27
23.	Absence of Malice	ABC	13.0/24
24.	Highway to Heaven	NBC	12.9/24
25.	Hill Street Blues	NBC	12.7/24
26.	Valerie	NBC	12.4/23
27.	Equalizer	CBS	12.3/22
28.	Spenser: For Hire	ABC	12.1/22
29.	Magnum P.I.	CBS	11.1/19
30.	I'm Dancing Fast as I Can	NBC	18.6/19
31.	St. Elsewhere	NBC	18.6/19
32.	227	NBC	10.5/33
33.	Motown Special	NBC	10.3/19
34.	Webster	ABC	10.2/23
35.	Hunter	NBC	10.2/18
36.	Amazing Stories	NBC	10.0/18
37.	1986	NBC	9.9/18
38.	Mr. Belvedere	ABC	9.7/21
39.	Confessions of Married Man	ABC	9.7/20
40.	Mistral's Daughter, pt. 2	CBS	9.7/18
41.	Knight Rider	NBC	9.6/21
42.	Facts of Life	NBC	9.5/22
43.	Monday Night Baseball	ABC	9.4/17
44.	Mistral's Daughter, pt. 1	CBS	9.0/16
45.	After Sexual Revolution	ABC	9.0/16
46.	Mistral's Daughter, pt. 3	CBS	8.9/19
47.	Simon & Simon	CBS	8.6/16
48.	A-Team	NBC	8.2/15
49.	Crazy Like a Fox	CBS	8.1/16
50.	Love Boat	ABC	7.5/15
51.	Flight of the Dragon	ABC	7.0/14
52.	Silver Spoons	NBC	6.6/14
53.	Benson	ABC	6.5/14
54.	Punky Brewster	NBC	6.2/13
55.	Diff'rent Strokes	ABC	5.9/13
56.	Melba	CBS	5.7/13
57.	Ripley's Believe It or Not	ABC	5.6/11
58.	The City	ABC	5.5/11
59.	The Family Martinez	CBS	5.1/11
60.	The Colbys	ABC	4.8/9
61.	Hunchback of Notre Dame	CBS	4.6/10

*indicates premiere episode

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liam A. Barnstead (15%). Coit is owned by Louis Kearn, president, and family. Kearn and family own 49% of KTLD(AM) Granby, Colo., and CP for WOCD(TV) Amsterdam, N.Y. Filed July 28.

■ WSSH(FM) Lowell, Mass. (99.5 mhz; 32 kw; HAAT: 600 ft.)—Seeks assignment of license from WLLH Inc. to Noble Broadcast Group for $19.5 million. Seller is owned by Arnie Lerner. It also owns co-located WLLH(AM). Buyer is headed by John Lynch, president. It is purchasing WGBB(AM) Freeport-Merrick and WBAB-FM Babylon, both New York, subject to FCC approval. It operates XETRA-AM-FM Tijuana, Mexico. Filed July 28.

■ WKNR(AM) Battle Creek, Mich. (1400 khz; 1 kw)—Seeks assignment of license from Hicks Broadcasting Corp. to WKNR Broadcasting Corp. for $275,000. Seller is 100% owned by David Hicks, president and general manager of WKNR and WKFR-FM, both Battle Creek. Seller also owns WKFR-FM Battle Creek, Mich., and is applicant for WKMI(AM) Kalamazoo, Mich. Buyer is owned by David Hicks' children, Jane L. (51%), Jynell A. (24.5%) and Jeffrey D. Hicks (24.5%). Filed July 28.

■ WKMF(AM)-WCRZ(FM) Flint, Mich. (AM: 1470 khz; 5 kw, FM: 107.9 mhz; 50 kw; HAAT: 330 ft.)—Seeks assignment of license from Corgi Communications Inc. of Michigan to Faircom Flint Inc. for $7,500,000; $6,300,000 in cash, $1,000,000 note and $200,000 noncompete agreement. Seller is owned by A. William Lee, president. It also owns WZOZ(FM) Oneonta, N.Y. Buyer is principally owned by Joel M. Fairman, who also owns WTMA(AM)-WSSX-FM Charleston, S.C., and WSBH-FM Southampton, N.Y. Filed July 29.

■ WKXG(AM) Greenwood, Miss. (1540 khz)—Seeks assignment of CP from Leflore-Dixie Inc. to Edmonds Rigdon Broadcasting Co. of Mississippi Inc. for $20,000. Principal of seller is Keith Worrell (44%), and five others. Buyer is equally owned by Ben David Rigdon and Robert Hugh Edmonds. Edmonds is formerly principal in WXAL(AM)-WNAN(FM) Demopolis, Ala. Rigdon is president and 80% owner, and his wife, Betty, 20% owner, of WBIB(AM) Centreville, Ala. Filed July 30.

■ WLAU(AM) Laurel, Miss. (1430 khz; 5 kw-D)—Seeks assignment of license from Southland Inc. to W.B. Holloway for $11,475, comprising $1,047.50 cash and balance in note at 10% over 10 years. Seller is owned by Anita Smith, president, who has no broadcast interests. Holloway is president of Laurel accounting firm, Holloway and Associates. He has no other broadcast interests. Filed July 30.

■ WAZF(AM) Yazoo City, Miss. (1230 khz; 1 kw-D; 250 kw-N)—Seeks transfer of control from Dri-Two Inc., Leo C. Talsky and William F. O'Donnell, 25% each before, to Harold C. Lardinois, 50% before, 100% after for $2. Lardinois has 68½% in WKSH(AM) Sussex, Wis., and 50% interest in WISH(AM) Eau Claire, Wis. Filed July 30.

■ WTMR(AM) Camden, N.J. (800 khz; 5 kw)—Seeks assignment of license from Roberts Broadcasting Group Inc. to Gore-Overgaard Broadcasting Inc. for $1.7 million cash and $30,000 note over three years. Seller is principally owned by Thomas S. Roberts. Buyer is owned by Harold W. Gore, chairman (50%), and Cordell J. Overgaard, president (50%). They have no other ownership interests. Filed July 30.

■ WCMC(AM)-WNBR(FM) Wildwood, N.J. (AM: 1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Jersey Cape Broadcasting Corp. to Westerly Broadcasting Co. for $1.8 million. Seller is owned by William Wotring, who has no other broadcast interests. Buyer is owned by Natale L. Urso; his wife, Elizabeth, and family. It also owns WERI-AM-FM Westerly, R.I. Filed July 24.

■ WXXA-TV Albany, N.Y.(WXXA-TV: ch. 23; independent; ERP vis. 3,020 kw; aur. 302 kw; HAAT: 1,200 ft.)—Seeks assignment of license from Albany TV 23 Inc. to Heritage Broadcasting Group for $10,100,000. Seller is partnership of L. William Seidman, Orion Pictures Corp., Carl Touhey, Raymond Schuyler, film director Arthur Penn, Norman Hurd, Richard Dunham and general manager James D. Boaz. It has no other broadcast interests. Buyer is Des Moines, Iowa-based group of three TV's headed by Mario F. Iacobelli, who also owns WWTV-TV Cadillac, Mich. Filed July 25.

■ WGCR(AM) Brevard, N.C. (720 khz; 1 kw-D)—Seeks transfer of control from Keith E. Cole (50% before) to Edgar Anglin (50% before, 100% after) for $81,921.50. Neither has other broadcast interests. Filed Aug. 4.

■ WLW(AM) Cincinnati; WSKS(FM) Hamilton, Ohio; WSEV(AM)-WMYU(FM) Sevierville, Tenn., and WYHY (FM) Lebanon, Tenn. (WLW: 700 khz; 50 kw; WSKS: 96.5 mhz; 15 kw; HAAT: 810 ft.; WSEV: 930 khz; 5 kw-D; WMYU: 102.1 mhz; 100 kw; HAAT: 100 ft.; WYHY: 107.5 mhz; 100 kw; HAAT: 730 ft.)—Seeks transfer of control from Republic Broadcasting Corp., to Jacor Communications Inc. for $27,131,250 cash, $4-million note and issuance of 450,000 shares of Jacor common stock. Purchase price will be adjusted to reflect spin-off of WSEV and WSKS. Principal of seller is Cincinnati-based Seven Hills Communications Inc., 25%; remainder of Republic is owned by group of former limited partners including number of station executives. None have other broadcast interests. Seven Hills is principally owned by Robert H. Castellini, 25.87%; Mercer Reynolds, 28.02%, and William O. DeWitt Jr., 25.87%. They have no other broadcast interests. Buyer is Cincinnati-based publicly owned station group of five AM's and six FM's, headed by Terry S. Jacobs, board chairman and CEO, and Frank E. Wood, president and COO. Filed July 31.

■ WDJO(AM)-WUBE(FM) Cincinnati (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 105.1 mhz; 14 kw; HAAT: 920 ft.)—Seeks assignment of license from DKM Broadcasting to American Media Inc. for $9.8 million. Seller is buying Group One Broadcasting Co.'s radio group, comprising KLZ(AM)-KAZY(FM) Denver; WAKR(AM)-WONE-FM Akron, and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ-AM-FM Dallas. Buyer is Patchogue, N.Y.-based group of one AM and two FM's principally owned by Arthur Kern and Alan Beck. Filed July 25.

■ WCUE(AM) Cuyahoga Falls, Ohio (1150 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Sackett Broadcasting Co. to Family Stations Inc. for no consideration. Seller is owned by David L. Brennen, Akron, Ohio-based investor. He has no other broadcast interests. Buyer is nonprofit corporation, headed by Harold Camping, that runs noncommercial radio and television stations. It owns three AM's, 25 FM's and one TV. Filed July 25.

■ WLLT(FM) Fairfield, Ohio (94.9 mhz; 31 kw; HAAT 790 ft.)—Seeks assignment of license from KDW Radio Associates to Hoker Broadcasting Inc. for $5,500,000. Seller is subsidiary of H&W Communications, Honolulu-based group of two AM's and three FM's principally owned by Congressman Cecil Heftel (D-Hawaii) and Ken Wolt. Buyer is owned by Jay Hoker, who owns KCFX(FM) Harrisonville, Mo., and WCRJ-FM Jacksonville, Fla.

■ WTEL(AM) Philadelphia (860 khz; 10 kw-D)—Seeks assignment of license from WTEL Inc. to Beasley Broadcasting of Eastern Pennsylvania Inc. for $2.4 million, comprising $600,000 cash and $1.8 million note at 9%. Seller is owned by Quentin Sturm, general manager of station (50%), and George Hopkinson, president and treasurer WTEL Inc. (50%). Hopkinson has no other broadcast interests. Sturm has interest in WLOI-AM-WCOE-FM LaPorte, Ind. Buyer is owned by George Beasley, president (85%), and six others at 2.5% each. Beasley is group owner of six AM's, 11 FM's and CP for one TV, and one cable system, and has applied to buy two FM's and build one more. His wife, sons and daughter also have interest in several of those stations. Filed July 30.

Summary of broadcasting
as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WATS(AM) Sayre, Pa., and WAVR-FM Waverly, N.Y. (AM: 960 khz; 5 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Robert E. Kloss and wife, Virginia C. Kloss, to WATS Broadcasting Inc. (C.C. Carver Jr., Todd E. Bowers, Lawrence F. Brown and wife, Ruth B. Brown) for $470,000. Sellers Robert and Virginia are president and senior vice president, respectively, of stations. Buyers are all employes of stations. Bowers is news and operations manager, Carver is VP and general manager and Brown is engineer. Filed Aug. 1.

■ WMBT(AM) Shenandoah, Pa. (1530 khz; 2.5 kw -D)—Seeks assignment of license from Schuylkill Trans-Audio to J.H. Zerbey Newspapers Inc. for $354,000. Seller is equally owned by Martin F. Malarkey, president, Malarkey-Taylor & Associates, Washington-based cable TV consultant; Louis H. Murray, managing partner and general manager of WMBT, and Pennsylvania National Bank and Trust Co., trustee under will of John L. Miller, deceased partner. They have no other broadcast interests. Buyer is Pottsville, Pa.-based newspaper chain, owned by Paul Orkin and Willis R. Parnell, who share in 99.3% ownership of Zerbey, held in J.H. Zerbey Newspaper Trust. They have no other broadcast interests. Filed July 29.

■ WPMT(TV) York, Pa. (ch 43; 110 kw vis.; 11 kw aur.; HAAT: 1,440)—Seeks assignment of license from Mohawk Broadcasting Ltd. to Westport York Associates for $13,850,000. Buyer is owned by Jonathan Hayes (49%), former executive with Westinghouse Broadcasting, and Michael Rosenthal (49%). Rosenthal is New York-based investment banker, most recently managing director of Wesray Capital Corp. Their wives own 1% each. They have no other broadcast interests. Seller is limited partnership, with Kapuna Inc. (20%) general partner. Kapuna is principally owned by John Serrao, general manager, WATL-TV Atlanta, and Cary Jones, general manager of KTRV(TV) Nampa, Idaho. Other 80% of seller is owned by about 20 limited partners, including Odyssey Partners, New York. Filed July 30.

■ KOKE(AM) Austin, Tex. (1370 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from KOKE Inc. to West Bank Broadcasting Corp. for 1,500,000. Seller is owned by Iva Lea Worley Barton and son, David R. Worley Jr., who also own KOKE-FM Austin, subject to FCC approval of sale of that station to Keymarket Communications for $15 mil-

ATTENTION
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